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Glenna Hartman

Carter Bermingham

Megan Schultz

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Montana Folk Festival 2019

Butte, Montana

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A random sample of Montana Folk Festival attendees completed a questionnaire regarding the event. Results show overall satisfaction and support for the event.

Montana Folk Festival

2019

Butte, Montana

Prepared by

Glenna Hartman

Carter Bermingham

Megan Tanner Schultz, M.S.

Institute for Tourism and Recreation Research

College of Forestry and Conservation

The University of Montana

Missoula, MT 59812

www.itrr.umt.edu

Case Study Report 2019-20

September 4, 2019

Abstract

This study was conducted for the non-profit Mainstreet Uptown Butte to provide insight into the characteristics of attendees of the 2019 Montana Folk Festival. Paper surveys were completed by 342 attendees of the event. Results show that 55% of respondents were residents of Montana, and of those Montana residents, 18% were from Butte-Silver Bow County. Out-of-county respondents spent an average of 3.18 nights in Butte-Silver Bow County and more people spent money on restaurants/bars and hotel/motel while visiting the area than any other spending categories. Respondents to the survey reported a total spending of \$91,436.00 in the Butte-Silver Bow County area. Results provide event organizers and Mainstreet Uptown Butte with useful data for future event planning, making improvements to the event, event marketing/promotion, and understanding the visitor spending associated with the event.

Executive Summary

The 2019 Montana Folk Festival attracted many out-of-county Montana residents (37%) and out-of-state (38%) visitors to the Butte-Silver Bow County area. The attendees of the event make important economic contributions to the Butte-Silver Bow County area. The results of the study are worth considering for future planning of the Montana Folk Festival.

- 76% of respondents indicated the event was their primary reason for being in the area.
- 72% of visitors who reside outside of Butte-Silver Bow County spent at least one night away from home. The mean number of nights spent in Butte-Silver Bow County was 3.96.
- More money was spent by respondents in hotel/motel/b&b (\$27,143.00), restaurant/bar (\$21,584.00), groceries/snacks (\$11,522.00), gasoline (\$10,431.00), and retail (\$9,117.00) than other spending categories. 74% of respondents reported that they were spending for a travel group size of at least two or more people (including respondent).
- 37% of respondents reported staying at a hotel/motel/b&b, 35% in the home of a friend or relative, 12% used public land camping, and 11% stayed at a private campground.
- Attendees were mostly traveling with family and friends (26%) or as a couple (23%). The average travel group size was 2.64 people (travel group spending size).
- Respondents traveled with a variety of age categories in their group – the highest percentages were 55-64 years old (33%), 65-74 years old (29%), 25-34 years old (28%), and 35-44 years old (24%).
- Attendees heard about the event mostly from word of mouth (74%), public radio (25%), newspaper (20%), and the Montana Folk Festival Facebook Page (20%).
- Overall, attendees of the event were very satisfied or satisfied with the Montana Folk Festival.
- 76% of respondents indicated that they would attend the event next year.

Management Implications

Montana Folk Festival event attendees are travelling from all over to attend the Montana Folk Festival. This event brings both residents and nonresident visitors to the Butte-Silver Bow County area, and the attendees of the event make a variety of economic contributions while visiting.

The largest percentage of spending reported by attendees was in the hotel/motel/b&b category, indicating that people value a variety of lodging options. This is a changing trend from previous years, where the majority of spending on restaurant/bar. This increase is related to more respondents spending nights away from home for the festival (63% in 2018 to 72% in 2019) and increased number of hotel/motel/b&b stays (25% in 2018 to 37% in 2019).

It is recommended that the organizers review the respondents' comments from Appendix B to gain more insight into people's likes and dislikes of the festival's organization, music, vendors, and other aspects of the event. Changes based on this input could help bring back repeat visitors to Butte-Silver Bow County in the future.

Introduction

The 2019 Montana Folk Festival was hosted in Butte, Montana over three days from July 12th through July 14th, 2019. It was the 9th annual Montana Folk Festival event and took place in Uptown Butte. The Montana Folk Festival evolved out of the National Folk Festival which was held in Butte for three years from 2008-2010. Butte's Montana Folk Festival is one of the Northwest's largest free outdoor music events and features some of the nation's finest musicians.

This event is organized by Mainstreet Uptown Butte and Butte-Silver Bow County. The Montana Folk Festival has many business sponsors and support that make the event possible. Mainstreet Uptown Butte is a non-profit organization located in Butte, Montana. This organization is committed to community revitalization, as well as encouraging economic development, historic preservation, and supporting Uptown merchants in Butte.

The purpose of this study was to provide the organizers of the 2019 Montana Folk Festival event with an understanding of the characteristics of visitors of the festival, visitor spending in Butte-Silver Bow County, and levels of satisfaction with different aspects of the festival.

Methods

Surveyors intercepted festival attendees 18 years of age or older for on-site completion of a questionnaire during the three-day event. Surveys were given to people by random selection in an attempt to represent the event attendee population. People willing to fill out the questionnaire were given a clipboard, pen, and a survey. No documentation of the number of refusals was recorded.

Limitations

As in all research, there are limitations to the study. Limitations for the Montana Folk Festival study include the following:

- Data was collected by Butte area volunteers who received a short training from ITRR's survey contact person (George Everett-Mainstreet Uptown Butte) on how to intercept people and how to obtain completed surveys.
- ITRR personnel were not present during the data collection for quality control.

Results

Of the 342 valid respondents, 55 percent (189 people) were from Montana and 45 percent (153 people) were from out of state or overseas (see Tables 1, 2, and 3). Of all Montana respondents, 32 percent (60 people) were from Butte-Silver Bow County while 67 percent (126 people) were from other Montana counties. Less than 1 percent (3 people) were from Montana and did not specify what area.

Table 1: Residence of all Respondents

Place of Residence	# of total	% of total
Butte-Silver Bow County	60	18%
Other MT County	126	37%
Montana Unspecified	3	<1%
Montana=189		
U.S. State	131	38%
Canada	0	0%
International	17	5%
Non-Montana Unspecified	5	1%
Total all Residences	342	100%

Table 2: Out-of-State U.S. Residences

Residence	# of respondents
Alabama	2
Alaska	1
Arizona	16
Arkansas	1
California	11
Colorado	6
Connecticut	3
Florida	6
Hawaii	2
Idaho	10
Illinois	3
Indiana	3
Iowa	1
Kansas	1
Kentucky	1
Louisiana	1
Maine	2
Maryland	3
Michigan	4
Minnesota	5
Mississippi	1
Missouri	2
Nebraska	1
Nevada	1
New Jersey	1
New Mexico	1
New York	1
North Carolina	3
North Dakota	2
Ohio	2
Oklahoma	1
Oregon	5
South Dakota	1
Tennessee	1
Texas	6
Utah	6
Vermont	1
Virginia	2
Washington	9
Wyoming	2

Table 3: International Residences

Australia	2
Brazil	1
Chile	1
France	2
Germany	1
Indonesia	1
New Zealand	1
Norway	2
Singapore	1
South Korea	1
United Kingdom	4

The mean age of respondents was 49 years old. Of those who were from outside Butte-Silver Bow County and responded to the survey, 72 percent reported that they spent at least one night away from home. The mean number of nights spent in Butte-Silver Bow County was 3.88 nights. A full breakdown of nights spent as well as results of all other questions in this survey can be found in Appendix A. In addition, a full breakdown of respondent zip codes, both out-of-county (Montana residents) and out-of-state, can be found in Appendix C.

Expenditures

Spending information was asked of all the festival attendees who reside outside of Butte-Silver Bow County, Montana. The survey asked that they report their best estimate of the total amount of money they and their family/travel group (if applicable) spent in the Butte-Silver Bow County area in the following categories: accommodations, restaurant or bar, groceries or snacks, licenses or admission fees, gasoline, transportation, auto rental, retail goods, and entertainment or recreation.

Table 4 presents the expenditure data of only the respondents who reported spending money in the categories. The mean expenditure of those who spent money for each category can be found along with the percentage of people who reported that they spent money in that category. The last column provides the total dollars spent by those respondents in each category. The total reported expenditure for respondents who spent was \$91,436.00.

Table 4 – Expenditure Data: Expenditures calculated using only respondents who spent

Expenditure Category	Mean expenditures of attendees <u>who reported that they spent money in these categories</u>	% of respondents who reported spending money in each category	Total dollars spent in each category <u>by respondents who spent</u>
Hotel/motel/b&b	\$444.97 (n=61)	22%	\$27,143.00
Restaurant/bar	\$108.46 (n=199)	71%	\$21,584.00
Groceries/snacks	\$101.07 (n=114)	41%	\$11,522.00
Gasoline	\$72.94 (n=143)	51%	\$10,431.00
Retail goods	\$132.13 (n=69)	25%	\$9,117.00
Campground	\$148.09 (n=23)	8%	\$3,406.00
Entertainment/recreation	\$57.23 (n=48)	17%	\$2,747.00
Auto rental	\$900.00 (n=3)	1%	\$2,700.00
Licenses, fees, admissions	\$63.60 (n=40)	14%	\$2,544.00
Local transportation	\$24.20 (n=10)	4%	\$242.00
TOTAL			\$91,436.00

Appendix A- Results

Q1. Are you a resident of Montana? n=342

55% Yes 45% No (skip to Q3.)

Q2. Do you reside in Butte-Silver Bow County? n=186

32% Yes (skip to Q14. on back) 68% No (skip to Q4.)

Q3. In what state, province, or foreign country do you reside?

See Tables 1, 2, and 3.

Q4. Is this your first time visiting Butte? n=279

26% Yes 74% No

Q5. Was attending this event your primary reason for being in the area? n=275

76% Yes 24% No

Q6. For what other reasons are you visiting the area? (Check all that apply.) n=223

36% Vacation/recreation/pleasure 5% Just passing through 8% Business/convention/meeting
32% Visiting friends/relatives 4% Shopping

Q7. For this event, how many nights did you spend away from home? n=268, Mean=3.96

28% 0 (skip to Q.12) 12% 1 13% 3 4% 5 2% 7 1% 9
20% 2 5% 4 1% 6 1% 8 13% 10 or more

Q8. How many of those nights were in Montana? n=187, Mean=4.92

0% 0 28% 2 8% 4 2% 6 3% 8 14% 10 or more
17% 1 20% 3 4% 5 3% 7 2% 9

Q9. Of your nights in Montana, how many did you stay in Butte? n=187, Mean=3.88

9% 0 nights 27% 2 nights 8% 4 nights 2% 6 nights 0% 8 nights 7% 10 or more
18% 1 night 25% 3 nights 2% 5 nights 2% 7 nights 1% 9 nights

Q10. In what type of accommodation(s) did you stay in Butte? (Check all that apply.) n=184

37% Hotel/motel/B&B 11% Private campground 1% Resort/condominium
3% Rental cabin/home 35% Home of friend/relative 0% Guest ranch
12% Public land camping 1% Second home/cabin/condo 4% Vehicle in parking lot

Q11. Please enter your best estimate of the TOTAL amount of money in US dollars you (and your family/travel group, if applicable) spent in the Butte-Silver Bow County area in each of the following categories. If you did not spend money in a category, please leave it blank. (see Table 4 for expenditures).

ACCOMMODATIONS in Butte

Hotel/motel/bed & breakfast

Campground

TRANSPORTATION in Butte

Gasoline/diesel

Local transportation

Auto rental

FOOD in Butte area

Restaurant/bar

Groceries/snacks

RETAIL/SERVICES in Butte area

Retail goods

Entertainment/recreation

LICENSES,
ENTRANCE
FEES,
ADMISSIONS

Q12. How many people does the above spending represent (including yourself, i.e., your travel group size)? n=243; mean= 2.64

25% 1	7% 3	4% 5	2% 7	3% 9	1% More than 10
47% 2	7% 4	3% 6	0% 8	<1% 10	

Q13. What option best describes the group with whom you attended this event? n=326

9% Self	14% Immediate family	26% Family/friends	3% Business associates
23% Couple	6% Extended family	17% Friends	3% Organized group/club

Q14. Please select all the ages represented in your group: n=328 for each age category

9% 0-5 yrs.	9% 11-17 yrs.	28% 25-34 yrs.	18% 45-54 yrs.	29% 65-74 yrs.
8% 6-10 yrs.	23% 18-24 yrs.	24% 35-44 yrs.	33% 55-64 yrs.	6% 75 and over

Q15. What best describes your annual household income? (In US dollars) n=299

17% Less than \$20,000	16% \$60,000 to \$79,999	3% \$150,000 to \$199,999
19% \$20,000 to \$39,999	12% \$80,000 to \$99,999	4% \$200,000 and over
16% \$40,000 to \$59,999	12% \$100,000 to \$149,999	

Q16. How long before this event did you make plans to attend? n=319

13% The day of the event	14% 1-4 weeks before the event	36% Over 6 months before the event
18% 1-7 days before the event	20% 1-6 months before the event	

Q17. How did you hear about the Montana Folk Festival? (Check all that apply.) n=313 per selection

74% Word of mouth	20% Facebook (MT Folk Fest)	2% Billboard	5% Flyer
20% Newspaper	13% Posters	5% Email from event planner	13% Event website
8% Radio	4% Magazine	5% Group or club	4% Other website
10% Television	<1% Direct mail	2% Retail outlet	25% Public Radio

Q18. Please rate your satisfaction with the Montana Folk Festival:

Satisfaction	Very dissatisfied	Dissatisfied	Neutral	Satisfied	Very satisfied	Mean	Total respondents
Organization of the event	0%	<1%	2%	11%	87%	4.85	n=318
Event staff	0%	0%	1%	10%	89%	4.88	n=319
Types of people at the event	0%	<1%	3%	14%	83%	4.79	n=320
Location of the event	0%	0%	2%	11%	87%	4.85	n=317
Concessions available	<1%	2%	4%	21%	73%	4.64	n=313
Number of people at the event	0%	0%	4%	18%	78%	4.73	n=316
Duration of the event	<1%	0%	2%	14%	83%	4.81	n=314
Parking	1%	2%	9%	22%	66%	4.50	n=300
Sound system (ability to hear)	<1%	1%	4%	18%	77%	4.70	n=318
Other transportation to event	<1%	2%	7%	14%	78%	4.67	n=263
Variety of activities	<1%	1%	8%	19%	72%	4.61	n=314
Signage/directions	0%	1%	4%	17%	78%	4.72	n=316
Cleanliness	0%	<1%	2%	20%	77%	4.74	n=317
Availability of restrooms	0%	<1%	2%	15%	83%	4.81	n=315
Safety	0%	<1%	1%	14%	84%	4.82	n=316

*N/A responses were re-coded to be a missing response for the most accurate mean score.

Q19. What is your age? Range=18-82, Mean=49.11

Q20. What is your gender? n=325

37% Male

63% Female

Q21. When might you come to the Folk Festival again? n=319

76% Next Year

22% Within 5 Years

2% Never

Q22. Please tell us what you liked about the Montana Folk Festival in Butte, Montana.

See Appendix B

Q23. Please tell us what you did not like about the Montana Folk Festival in Butte, Montana.

See Appendix B

Q24. What suggestions do you have for improvements to the event?

See Appendix B

Appendix B: Open-ended Responses

Q22. Please tell us what you liked about the Montana Folk Festival in Butte, Montana.

A great time was had by all
Accessibility-- golf carts. Thanks for the water stations. #1 friendliness of all festival volunteers/ personnel
Acts, staff, food
All
All ages attend
All of above organized, variety, clean, safe
All of it!!
All of the variety
All the diverse music!
All the music
All! Best music in the state!
Amazing for Butte- love it!
Amazing organizing. Great variety. Great people watching
Ambiance, folk
Awesome event!
Beautiful people, location, and music. The variety of music. My favorite is the "traditions"
Been here every year except #1. Great time!
Beer/more/beer
Being able to listen to music from all over the world
Best part of the year, every year
best. Awesome.
Blues music and cajun. Interesting booths especially folklore
Butte is so cool! Love the history. The tunes are so good. Plenty of bathrooms, Open liquor laws!
Butte!!
Culture
Culture
Different variety of culture and music
Diversity
Diversity of music
Diversity of music
Diversity of people, music, friendliness, education about the music, reason why originates, region and meaning
Diversity! Wonderful experience of other cultures.
Diversity, music, music, music! Amazing! Thank you!
Eclectic music
Eclectic music-- Native performers of ethnic music from around the world
Enjoyed the variety
Everyone is friendly!
Everything
Everything
Everything
Everything

Everything
Everything
Everything
Everything
Everything
Everything
Everything
Everything
Everything best thing to ever do
Everything is great. Been here every day of every year
Everything so far really enjoyed the area, events, and all the people attending.
Everything- the music, volunteers, the free shuttles!
Everything!
Everything! The shuttle buses and golf carts especially
Everything!!
Everything, Butte is a star too!
Everything, great location-- music, great sound
Everything. Event very well coordinated
Everything. It's always wonderful! We love our home here
Everything. Miss previous acts, love the new ones. Especially excited about the First People's Market and native music.
Everything: people, music, and food.
Excellent variety of music, safe, clean, good fun, open container, relaxing
Family friendly
Family friendly and good music
Family oriented/safety making sure its clean and safe for children. I love the family are for kids.
Festival is awesome. People are great. Love this event.
First peoples market
First time here. Great music/entertainment, etc.
First time I used the bus. Super experience
Food and music
Food, music, location
Free and dope music
Free and great music
Free music that's cultural
Free public community event
Free! Good music, good people
Free, music, able to bring ice box.
Friendly environment good drinks and fun
Friendly staff. Great location. Love that the stages are throughout town.
Friendly, helpful people, clean, great music and variety of music
Fun activities in Butte; family friendly
Fun festive vibe, unusual music
Gathering, music
General attitude of everyone involved, sense of togetherness including international acts
Good entertainment. Free (donation only)

Good music, good food, good friends
Great
Great acts and diversity of shows
Great event for all ages
Great event, brings lots of Butte
Great event... carry on please
Great family event, amazing music, free
Great food, entertainment was diverse and friendly.
Great international music selection; love Eastern European and Middle East bands and jam sessions
Great map. Great location. Nice that streets were blocked off. Music was phenomenal.
Great music and experiences
Great music and food. Friendly people
Great music and vendors
Great music, location. Activities for all
Great music. Even oddball stuff was very good!
Great variety of acts
Great variety of music
Great variety of music, good kids area
Great variety of talented musicians.
Great. Music
Have attended all but one of the National Folk Festival here. Quality of performances overall good but not as great as the National
Historic Butte, free admission, free shuttles, recycle garbage bins, water stations
Hoop dancer
I like how family friendly it is and how it supports the arts in Montana.
I like the music, food, vendors, and the ability to experience other cultures through music.
I liked being able to stay with relatives
I love all of the music - so much! Cool stuff I wouldn't hear otherwise. So many bathrooms
I love it all-- especially the music events! Please have Zydeco next year and the Bulgarians and an official international folk dance. I love the people of Butte! It was the friendliest city-- I mean the people of the city are the friendliest.
I love it's free and has so much great music, art, culture, food and people.
I love that it is fun and family friendly. I love the donation system and park camping. I love the world-class music.
I love that there were water stations this year! Always my favorite MT event!
I love the community feeling of the folk fest each and every year.
I love the music, food, and fun. Organization is great. Expanded dance pavilion is great
I love the people, the music, the art, the culture
I loved Montana
I loved the friendly staff and great diversity of music!
I used to live in Butte and attend every year. It's fabulous.
I was a performer and treated wonderfully from start to finish. Amazing variety of artists.
International music, free
It is Butte's new pride
It is so much fun and family oriented. Great variety.
It is so welcoming and artistic

It was a great vibe
It was free! Keep it free!
It was great. Water tap
It's all terrific! Love the dance pavilion!
It's amazing!
It's free and run by volunteers!
Its something different and family oriented
It's the best festival every year in Butte!
Just got here amazing
Kids love it
Kindness
Kindness, diversity of music
Kindness, great attitude, genuine, generous
Location (uptown is perfect). Music diversity. Refillable water (add more)
Location, crowd, organization of event, transportation, water stations!! Music of course
Lots of activities
Lots of different cultures. Butte needs more.
Lots of fun love Butte
Lots of music and food. Great weather.
Love Butte USA
Love everything about it. This is my 4th time attending.
Love it!
Love it! The little carts for transportation are very nice!
Love that Butte has made this their own. Rich in history, architecture, and conflict
Love the diversity of artists and options to see different shows.
Love the music from around the world.
Love the music, people
Love the variety
Loved it!
Loved the music. Wish there were more dance. Very high score for golf carts.
Lovely people
Meeting people
Mellow and easy
Mountains, sunset, mine history
Music
Music
Music
Music
Music
Music always happening, large area, talented artists, crowd sourced
Music and caliber of musicians. Like the tent camping!
Music and food
Music choices awesome
Music from around the world
Music variety
Music variety

Music variety and people
Music variety, supporting Butte community, cultural diversity, love the workshops
Music, crafts, family area, great variety and free. Food -noodles, rice, corn on boc. Bubbles, international.
Music, food, and people!!!
Music, friends, and good time!
Music, golf carts
Music, people, families
Music, people, food, and the town.
Music, people, sitting on lawn
Music, that you can bring alcohol in
Music, views
Music. People. Butte history
Music. Sky. Friendly people
Musicians from all over the world!
Mva Teriyaki performances
Nice free event for all
Nice vibe, nice setting, few cost
No lines for bathrooms - clean!
Not crowded. Good food. Dark beer
Not here long- Love it though
Online donation. Variety
Organization and staff
Organization. Friendly staff. Variety of performers! Free transport
People of all ages; music/events of different cultures
People watching
People watching
Range of music presented: international
Seeing everyone come out of the woodwork!
Seeing lots of friends and hearing a variety of music, seeing art and the food and drinks
So much fun! From the buses and trolley- friendly and having fun. Though alcohol is served, no one out of control
So much variety, well organized
Some most incredible sounds! Especially Vocal Journeys
Such a diverse music agenda
Thank you Butte! You are awesome! I contribute because I want it to happen again.
That action
The artists
The availability of free parking with quick return shuttle buses. The free camping area available.
The community!
The dancing
The diverse crowd and music selection.
The diversity of music, the diversity of the food
The DJ on the 14th of July and then beatboxer!
The entertainers
The lineup was awesome! Like the mobile app

The music and cultural
The music and people watching
The music and the stages-- some big, some smaller and more intimate. Love the musical traditions!
The music is the best. Hope to see more blues! Thank you
The music- variety- friendly people- location
The music, especially Cajun, Western swing, Bluegrass, Yuliyana, Italian
The people
The people and the music! Dance pavilion too!
The people and the music! option for recycling too!
The quality of the programs. Also the unusual nature of some of them.
The setting, variety of musical styles, dance pavilion, flowers!/gardens, family friendly, adult friendly, independently organized uncrowded on Sunday!
The variety of acts. Love the Waila Group
The variety of cultures represented and the chance to learn.
The variety of music
The variety of music and friendliness of people. dancing!
The variety of music choices
The variety of music, free
The variety of musical venues
The variety, high quality
The Vocal Journeys and Guitar Masters.
The water filling stations! Thank you so much!
The water stations. Different generations attending. Variety of music and acts/ international music experience.
The whole Butte area
The whole thing
This is out 5th time. We love the music variety, friendliness and helpfulness of staff, volunteers, and attendees. Love both the USA music and also international music and cultural educators. Our favorites this year: Yuliyana Krivoschapkina
This is the best live music event in Montana!
Transport between venues
Union history
Variety
Variety
Variety
Variety
Variety
Variety of acts
Variety of entertainment and food
Variety of music
Variety of music from all over the world
Variety of music, golf carts for transportation. Friendly staff and people. Native American participation.
Variety of music, great vibe! Friendly people, whole community has embraced and are contributing to the event. Terrific community event! Shuttle from KOA by Lions is great!
Variety of music, people, events. The community coming together to put the event together
Variety of music, weather, chairs

Variety of music. Yummy chow. ITS FREE. Nice folks
Variety of music/booths, cost of food/drink
Variety of music/performances
Variety of music; interview on kufm of selected musician. Location, friendly staff/volunteers
Variety of musical styles. Butte is wonderful. Informal feel. Non commercial feel
Variety of performers
Variety of performers and stages. Arts market, water stations are a great new additions
Variety of performers, open location, many stages, free!!
Variety, transportation, low cost
Variety. What's with the "donation stand"-- bad!
Various music, nice locations, lots of people
Vendors
Very beautiful!
Very positive free camping in parks, no authoritarian hassling, friendly.
Very well organized-- friendly vendors
Very well organized. Access to bus or cart ride. Free
Watching people having fun
Water refill stations good improvement
WAY bigger than expected
We came 8 years ago and are so glad it is still here!
We come every year since national. Love it! Love Copper Stage and Granite! Such great venues. Love Love Love world Strings (etc) but please more time for all to play together. Loved Vocal Trad's!
We love it!
We love uptown. We love the setting! Face stage: copper street.
Weather, talent, free, free camping, open container, carts tents. Thanks!
What an awesome surprise on our way through! Loved it!
Where the members from various groups share the stage
Wide variety of acts and vendors
Wide variety of musical styles. Good food. Casual, fun atmosphere
Wide variety of performers-- international talent was outstanding!
Wonderful!
World-wide lineup

Q23. Please tell us what you did not like about the Montana Folk Festival in Butte, Montana.

?
Add signs for other stage schedules in the same place
All good!
Bathrooms are horrid from 6 PM on
Bathrooms ran out of soap
Beautiful
Beer sales are too lax. Need volunteers to not serve underage minors. Stronger process. Not any alt. food. options for non-meat eaters. Need vegan friendly options
Better organized last year.

Broadway stage- so hard to look up hill and sitting on slant! Some commentators at multi-traditions talk too long
Butte rocks
Butte's temperamental weather
Can't think of a thing!
Could use more seating @ the food courts
Coworkers at (illegible)
Crowd
Crowded!
Did not like the new bus route- confusing. Also hard to catch golf carts- didn't seem as plentiful as before
Disappointed with arts market C- should. Should be at least B+
Distance between stages, not bad though
Diversity
Environmental disaster
Everything
Everything
Everything seems to flow well
Extreme loud "overbeat"
Food
Grass seating.
Great event
Had to find parking, less activities
Handicapped seating. Turned away lady with MS supported by two people from Great Falls-- mad.
Heat!
Hot-- plant trees!
I like more healthy and local food choices
I would appreciate more seating at the concessions to eat the food.
I would love to see downtown Butte renovated. The buildings are run down but have potential
I would recommend a sign showing name of group at side of stage. Miss Hennessey's for food
It is wonderful!
Its going to rain
It's just great
It's over for another year.
Lack of more interactive activities
Liked everything!
Long walk to get beer
Lots of trash on the streets/sidewalks
Love it all!
More healthy food items (fresh, not fried)
More people drinking
More recycling! No just bottles and cans!
More seating at dance pavilion
More shade
More water stations = more dancing

N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A absolutely nothing
N/A except for the lady that butted in front of me at the porta potty.
N/A, music should go later but not a complaint
NA
Need more shade
Need more water stations! But loved that you had them.
Need stronger focus on sustainability and plastic-free event
Need to have final act Friday not be so loud.
Needed lights under the tent on Broadway
Needed to carry my garbage for a bit-- couldn't find one at MT Adventure
No (illegible) beans
No complaints
No negatives-- the changes made have been good
No parking details or shuttle schedule on website.
No problemo. Good vibes
No saxophones, trumpets, trombones...
None
None
Not applicable
Not enough beer... jk
Not enough seating for seniors, no where to sit. (Illegible).
Not here long enough
Not national anymore
Not one thing!

Nothin
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing
Nothing I could see this year!
Nothing so far
Nothing yet
Nothing!
Nothing!
Nothing!
Nothing!
Nothing!!
Nothing, great event
Nothing, it is great
Nothing, it's the best festival
Nothing. It's amazing
Nothing. This whole experience is awesome and so is Kettlehouse beer
Nothing. We love it!
Overstating attendance
Parking
Parking
Parking availability
Parking is hard, but it is what it is.
Patagonia booth left early!
People being mostly adjacent to events, in back or on side, a little hard to hear.
People smoking-- some stages like the Original, the sound was off at times. Broadway Street is slanted, so seats were a bit unsafe.
People smoking/not listening to rules and not able to get a ride on the carts easily. Not enough seating for the dance pavilion
Perform music Carl and buddies
Plastic cups for beer when you have a refillable
Plastic cups! We brought our own and couldn't use them
Please don't turn it into an industrialized tourism event. 2018 was way too crowded.
Policy on bringing dogs.
Rain
Sapaman only played once. No cotton candy lol

Seating is still inadequate for some performances
Seating. Dance pavilion needs to be larger.
Shuttles = some people won't pick you up
Signage for where food is
Small market, few vendors
Some musicians not having CD's available.
Some peaky noise in audio
Some sound systems too loud
Some venues were quite crowded, not even standing room
Sometimes finding parking is difficult but I found a spot eventually
Sound team fussy and confused at Broadway today
Spread all over the place
Sprinklers @ the park about the Original you had turned them off by request but now discourage parking
Still some smokers not seeing distinctive rule, not too bad though.
That we had to leave.
The fact that the indigenous people were not up at main front but were off set.
The First People's Market needs outhouses. And more exits.
The go- carts vs people walking is always a hassle.
The great grocery store by the NW energy stage was awesome last year but closed this year.
The hills
The hills. My feet hurt
The music is fantastic! I love it.
The rain
The rain!
The seats are not the most comfortable feel flimsy
The sound at the original stage was too loud.
The walking, lol. Nothing really. All good.
The weather, recently moved from Barrow, AK. Out of your control
This town has bad restaurants. Get more food trucks
Toilets/restrooms
Too many other lemonade vendors
Too much rain this year
Too short
Totally satisfied
Transportation between stages
Transportation from parking backed up
Trash
Unless you're online very difficult to get schedule. Need to leave (illegible) in nearby tours.
Variety of events. Food
Very little
Walking distance and parking (lack)
Wasn't thrilled with the beat box
Watermelon Italian Eis - I did not like it!
Weather
Weather!

Would be nice to have along with hats and shirts for sale, also the cooling rags or bandannas.
Would love to see healthier food options. Less meat and fry and more fresh veggies stuff.
You have recycling, but you could add composting

Q24. What suggestions do you have for improvements to the event?

?
?
A Caribbean steel drum group!
Add vegan options! More water stations. Hydration education. Plastic free! Should promote more sustainable living. MTFF could be one of the biggest and only sustainable fests and receive grant \$\$\$
Additional seating in food vendor areas; switch very satisfied to the LEFT side of survey (Reverse order of how it is now-- do L to R)
Always more garbage cans
Another tent for eating at original stage
Better signage to original bathrooms
Better sound people, more Native Americans
Better T-shirt vendor
Better wine!
Better/more visual art
Bigger tarp shade/bigger dance floor for dance pavilion in a bigger area. More seating!
Bring Brandi Carlile- she rocks!
Broadway stage facing opposite direction like granite. So we don't have to look up so much. Also add lights to see dancers.
Bus
Bus driver said they're going to do away with golf carts next year. Please don't
Chair rental. Umbrella
Cleanliness
Close off the streets so drunk idiots (like myself) don't get run over.
Continued improvement akin to the new brick paving in the food court area!
Could be more seating in food areas.
Do we need this many main events? It is so hard to see all of them. I really like a gospel group on Sunday.
Dogs allowed would be okay with me.
Doing great!
Drink vendors should take cards of the ticket sellers need to take cards.
Enforce the no dogs policy. Saw more dogs than ever before that were NOT service animals
Entire east side bleeds into other stage
Everything was good. Nice people.
Food vendor variety has gone way down. It is same same venue to (illegible). Need more vegetarian and not just noodles and more variety like before. Thanx.
For dance performers we need to be able to see their feet! Maybe higher stage or mirrors?? Thanks
Free forever
Funnel cake!!
Get a mobile app
Give everyone a steel water container and only have water tap-- no plastic water bottles.

Give more acts turns on the original stage. More horses? Please try not to schedule the workshops at the same time
Good work
Granite Street venue did not have awning
Great event! People who live in Butte love this event and eagerly shared it was happening!
Great job and services
Great to get a Tech hat- more goodies for volunteers!
Hard to do but kids areas closer to stage so we can do both
Headliner
I would love more shade at dance pavilion
I'll let you know!
Improve the sound at the original. All other stages had good sound.
Info booths with clear signage
It seemed like the buses were always full. Might consider using Lime Scooters like they have in Spokane. More organic food vendors.
It's a-ok
It's awesome!
It's pretty darn good!
It's so hard to see everything I want to see.
Jazz
Jazz...
Just keep doing what you're doing
Just keep up with it! Thank you!
Keep doing it free!
Keep doing what you do.
Keep going, you're doing a great job
Keep it up
Keep it up
Keep it up!
Keep it up!
Keep it up! Great event we hope to return to Butte again. Thanks for the great reason to visit your city
Keep on keepin on!
Keep the US flag flying. No "P-C"
Keep up the awesome work
Keep up the good work!
Keep up the great job!
Keep up the great work
Keep up the great work!
Keep up the shuttle system
Leave as is!
Less alcohol
Less alcohol/ no alcohol. Thank you for all your kindness
Less Styrofoam, more eco friendly composting
Let people know where it is okay to have (illegible)/awnings
Look forward to it every summer
Lots of beer

Love (heart) it!
Love seeing the changes and awareness (water! Info and stations and recycling plastic vs fresh water). Tell people about the mining museum and the mineralogy and the memorial invite AIA (architects annual convention)
Love the realignment of dance tent
Make it international
Make the rain go around Butte
Manage parking
Maybe not let all vendors leave on Sunday (early)
More acts
More advertising
More awnings
More beer variety
More beer vendors!
More benches to sit on more chairs at Original more picnic tables for seating. Another picnic ground at Original. Handicap signage by Original Stage.
More bluegrass
More carts with event music piped into them.
More craft and food vendors
More designated parking if possible
More food options
More fruit in food booths
More golf carts
More golf carts
More hip-hop
More Indigenous people (no, I'm not native)
More jazz! Yodeling! More jazz tap dance! I feel there should be more security. I saw a few folks with dogs and people smoking too. I'd like security to be monitoring this.
More Montana-based bands? Honestly everything is great! Accountability for people to donate maybe?
More music!
More of my friends from Okla. coming
More of the same
More options for payment of concessions (cash or card)
More Quebecque music, more Celtic.
More recognizable, "A list" entertainment
More rides up the hill
More seating by food and dance pavilion
More shade
More shade and chairs
More shade!
More singers
More single seating
More stuff for kids (eg. chalk)
More variety in food!
More vegan, veg, etc. options for vendors. Butte- Kootenai Salish and when making stage announcements to do a land acknowledgment
More vegetarian and vegan food options.

More vegetarian options with food trucks.
More vendors like the ones by the dance pavilion. So good!
More wastebaskets
More water
More water
More water stations
More water stations, more food variety
Move Broadway stage! Please? Ethnic food, less fried food, something vegetarian or at least fruits and veg. Please please please a world jam unrehearsed as major final event on Sunday
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
N/A
NA
Need more benches at family area
Never change
NO DOGS
No, I'm here
None
None
None
None
None
None at the moment
None-- great!
None- it is great
None- you guys are amazing!
None!
Nothing
Nothing
Nothing comes to mind. Keep it up. Thanks!
Nothing-- perfect! I drive almost 1,100 every year to be here.
Nothing!
Nothing! Maybe more vendors
Nothing, great job
Order better weather
Order the same weather!
Paper towels at donation tables. Online donations pre and post event
Perhaps check out/listen to Dan Newton Cafe Accordion Orchestra, Gypsy Jazz, European Cafe Music, French, Italian, Eastern European and Latin American Music
Please have a larger dance floor
Polynesian music- Somoan, Tahitian dancer singers. Oriental music- dancers- drummers

Promote/educate about hearing protection. We carry our own earplugs, but most people don't think about hearing loss being optional.
Put the water refill stations on the map
Recycling! Sustainable stuff
Reminders about consent and (illegible) people. More veggie food options. Public spotify playlist of the top songs and the artists
Samples at concessions.
See above
serve pasties at venues
Set up chairs under tent right against upright poles so not in middle of aisle. Thanks!
Shade!
Shuttles that leave from the hotels etc. so that parking lots can be saved for people only coming for a day or driving a ways away.
So organized
Socialism in one city
Some issues with sun Arco-Granite Street for final act (Garifuna Collective). Please bring this group back.
Some were too loud, like Eddie Cotton and Group. perhaps I didn't drink enough
Street parking caused difficulty w/ traffic down streets
Thank you for moving the dance floor further back from the stage!
Thanks for making it accessible to all!
Use of real forks and spoons w/ strategically placed deposits washed and sanitized at high school? see Oregon Country Fair
Viva Vallenato Cumbia Band
We prefer international music by far.
Would it be possible to add video monitors-- some venues get difficult to see w/ crowd.
You are doing great!

Appendix C: Attendee Zip Codes

Q4. What is your zip/postal code? - Montana Zip Codes and Towns

Zip Code	Town	N
59027	Emigrant	1
59034	Hardin	1
59041	Joliet	1
59046	Lavina	1
59047	Livingston	5
59101	Billings	1
59102	Billings	2
59105	Billings	1
59259	Richey	1
59405	Great Falls	2
59425	Conrad	2
59436	Fairfield	1
59442	Fort Benton	2
59601	Helena	15
59602	Helena	2
59632	Boulder	3
59633	Canyon Creek	1
59634	Clancy	2
59711	Anaconda	7
59714	Belgrade	7
59715	Bozeman	10
59718	Bozeman	4
59722	Deer Lodge	2
59725	Dillon	2
59729	Ennis	1
59730	Gallatin Gateway	1
59733	Gold Creek	1
59741	Manhattan	2
59746	Polaris	1
59749	Sheridan	2
59759	Whitehall	4
59801	Missoula	7
59802	Missoula	4
59803	Missoula	1
59804	Missoula	3
59808	Missoula	2
59820	Alberton	1
59821	Arlee	1
59823	Bonner	1
59824	Charlo	1
59826	Condon	1
59828	Corvallis	2
59833	Florence	1
59840	Hamilton	2
59847	Lolo	1
59858	Philipsburg	1
59901	Kalispell	3
59913	Coram	1
59936	West Glacier	1
59937	Whitefish	2

Q4. What is your zip/postal code? – Other U.S. and International Attendee Zip Codes

Zip Code	N
4102	1
4287	1
5401	1
6511	1
6513	1
6877	2
7202	1
7747	1
11581	1
12601	1
17837	1
20110	1
20621	1
20852	1
21202	1
22182	1
2340	1
27607	1
28226	1
3149	1
31737	1
33184	1
33301	1
33446	1
33572	1
33701	1
33777	1
35205	1
35233	1
37343	1
38756	1
40505	1
4380	2
44123	1
45429	1
46044	1
47408	2
49301	1
49503	1
49649	1
49935	1
52001	1
55317	1
55369	2
56308	1

56601	1
57078	1
57607	1
58369	2
60081	1
61311	1
62565	1
63112	1
65401	2
66048	1
68046	1
70445	1
72701	1
738745	1
74435	1
75014	1
76016	1
76207	1
78028	1
78258	1
78750	1
79109	1
80111	1
80302	2
80631	1
80917	1
81503	1
82941	1
83001	1
83201	2
83467	1
83654	1
83706	1
83709	1
83712	2
83864	2
84014	1
84020	1
84106	1
84302	1
84780	1
84790	1
85004	1
85020	1
85033	1
85078	1
85308	1
85325	1

85388	1
85622	1
85623	1
85630	1
85634	2
85706	1
85716	1
86301	1
86406	1
87547	1
89509	1
90274	1
91040	1
92084	1
92129	1
92325	1
92627	1
93107	1
93308	1
94608	1
95603	1
95608	1
95632	1
95910	1
96705	1
96720	1
97075	1
97475	1
97478	1
97801	1
98006	1
98030	1
98042	1
98056	1
98102	1
98383	1
98942	1
99163	1
99206	1
99503	1
NG164EY	1
TN13 3AH	1